

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 /013 W
-----151300Z 047464 /53

R 151150Z FEB 77
FM AMEMBASSY VALLETTA
TO USIA WASHDC
INFO SECSTATE WASHDC 7228

UNCLAS SECTION 1 OF 2 VALLETTA 0186

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USIA FOR IEU ROBERT C. MCLAUGHLIN; SECSTATE FOR EUR/WE

E.O. 11652: N/A
SUBJECT: MONTHLY REPORT: JANUARY 1977

A. INFORMATION: COVERAGE AND PLACEMENT

1. THE INAUGURATION OF PRESIDENT CARTER AND THE EUROPEAN TRIP OF VICE-PRESIDENT MONDALE WERE COVERED EXTENSIVELY IN LOCAL MEDIA. WHILE MALTESE MEDIA DEPENDED ON AP AND REUTHERS FOR BASIC NEWS STORIES, THEY PUBLISHED SEVERAL SIGNIFICANT USIS ITEMS:

- TIMES OF MALTA: COMPLETE TEXT OF THE INAUGURAL ADDRESS, AS WELL AS THE TEXT OF PRESIDENT CARTER'S MESSAGE TO THE WORLD;

- SUNDAY TIMES OF MALTA: IPS STORY BY MARIE KOENIG ENTITLED "PRESIDENT CARTER'S FOREIGN POLICY GOALS" (ON EDITORIAL PAGE);

- SUNDAY TIMES OF MALTA: LENGTHY STORY ENTITLED "MR. MONDALE CONVEYS PRESIDENT CARTER'S FULL COMMITMENT OT WESTERN ALLIANCE," BASED ON WIRELESS FILE STORIES FROM BRUSSELS, BONN, BERLIN AND ROME (ON EDITORIAL PAGE);

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- IN-NAZZJON TAGHNA: FULL-PAGE SPREAD ON THE CARTER CABINET BASED ON SEVERAL WIRELESS FILE STORIES.

2. IPS PHOTOS OF CARTER CABINET APPOINTEES WERE MUCH APPRECIATED BY LOCAL MEDIA AND USED FREQUENTLY TO COMPLEMENT WIRE SERVICE STORIES RELATED TO THEM. IN ADDITION, PHOTOS OF VICE-PRESIDENT

MONDALE WITH ITALIAN POLITICAL LEADERS, WHICH WERE BROUGHT BACK BY THE PAO FROM HIS TDY STINT IN ROME, WERE USED BY FIVE MALTESE NEWSPAPERS. FAVORABLE EDITORIAL COMMENT WAS SENT TO THE AGENCY BY UNINFO.

3. MALTA TELEVISION PRODUCED A SPECIAL ONE-HOUR PROGRAM JUST BEFORE THE INAUGURATION, CONSISTING OF THE IMV FILM "JIMMY CARTER PROFILE." WIRELESS FILE BIOGRAPHIC SKETCHES AND IPS PHOTOS OF CABINET NOMINEES, AND THE IMV FILM "VISION USA" (NUMBER FIFTY-FIVE).

4. THE ARRIVAL OF NEW AMERICAN AMBASSADOR L. BRUCE LAINGEN IN MALTA AND HIS PRESENTATION OF CREDENTIALS CEREMONY WERE EFZ ZUSSVIXSBK SBGZEI ALL MEDIA. SEVERAL PHOTOS OF AMBASSADOR LAINGEN'S SWEARING-IN IN WASHINGTON WERE USED IN MALTESE PAPERS AND ON TELEVISION AS A COUNTER-PART TO THE POST'S PRESS RELEASE. LATER IN THE MONTH THE POST ARRANGED FOR A RADIO INTERVIEW WITH THE AMBASSADOR WHICH WAS BROADCAST TWICE AS A FEATURE PROGRAM AND ALSO REFERRED TO IN NEWS BROADCASTS.

5. THE POST'S PRESS RELEASE ON THE DEPARTURE OF THE DEAN OF THE HUMANITIES FACULTY OF THE UNIVERSITY OF MALTA FOR THE UNITED STATES AS CURRICULUM CONSULTANT FINANCED BY A GRANT FROM THE U.S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE WAS CARRIED BY MOST NEWS ORGANS.

6. THE DEMOCRAT PUBLISHED AS A TWO-PAGE CENTER SPREAD THE FIRST PART OF AN ARTICLE BY ADAM BROMKE ENTITLED "A NEW UNCLASSIFIED

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JUNCTURE IN POLAND," WHICH APPEARED ORIGINALLY AS THE LEAD ARTICLE IN THE SEPTEMBER-OCTOBER, 1976, ISSUE OF PROBLEMS OF COMMUNISM. THE DEMOCRAT PLANS TO RUN ADDITIONAL INSTALLMENTS OF THIS ARTICLE IN FUTURE ISSUES OF THIS WEEKLY PAPER.

7. TELEVISION MALTA USED FIVE ISSUES OF "SCIENCE REPORT" (NUMBERS 180B, 181B, 182B, 183A, AND 183B). CABLE RADIO INITIATED PROGRAMMING OF "FORUM: A CAVALCADE OF AMERICAN MUSIC," AND "BLUEGRASS MUSIC." CABLE RADIO CONTINUED TO BROADCAST "AMERICAN SCENE," "NOW MUSIC USA," "NEW YORK, NEW YORK," "COUNTRY MUSIC USA" AND "THE CONCERT HALL."

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ACTION EUR-12

INFO OCT-01 ISO-00 /013 W
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FM AMEMBASSY VALLETTA
TO USIA WASHDC
INFO SECSTATE WASHDC 7229

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B. CULTURAL ACTIVITIES

8. THE IMV FILMS "JIMMY CARTER PROFILE" AND "THE TEST OF TIME," AS WELL AS THE IMV LOAN FILM "IF YOU DON'T COME IN SUNDAY...DON'T COME IN MONDAY" WERE SHOWN AT A WEEKEND SEMINAR FOR 50 UNION OFFICIALS AND SENIOR SHOP STEWARDS ORGANIZED BY THE CONFEDERATION OF MALTA TRADE UNIONS AND THE MALTA GOVERNMENT EMPLOYEES UNION. THE PAO INTRODUCED THE FILMS AND ALSO INTRODUCED ANDRE CARLON, AN AMERICAN TRADE UNION OFFICIAL NOW RETIRED IN MALTA, WHO PARTICIPATED IN A LIVELY AND USEFUL QUESTION AND ANSWER SESSION AFTERWARDS. BOTH UNION OFFICIALS AND USIS WERE PLEASED WITH THIS COLLABORATION.

9. THE POST'S NOMINEE FOR A PROJECT FOR THE COUNCIL OF INTERNATIONAL PROGRAMS FOR YOUTH LEADERS AND SOCIAL WORKERS WAS APPROVED BY THE CIP.

C. TRAVEL

10. PAO RADDAY WAS PLEASED TO ACCEPT USIS ROME'S REQUEST TO COME HELP WITH PRESS ASPECTS OF VICE-PRESIDENT MONDALE'S VISIT. THE VISIT ALSO GAVE THE PAO THE OPPORTUNITY TO CONSULT WITH USIS ROME ON THE POSSIBILITIES FOR THIS SMALL POST TAKING ADVANTAGE OF USIS ROME'S TALENT AND OTHER RESOURCES.

D. OTHER DEVELOPMENTS

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11. THE GOVERNMENT OF MALTA MADE A CHANGE IN THE LANGUAGE BALANCE OF ITS TWO CABLE RADIO NETWORKS. WHILE PREVIOUSLY ONE

NETWORK HAD BEEN ALL MALTESE AND THE OTHER ALL ENGLISH, MALTA
NOW HAS ONE NETWORK ALL IN MALTESE AND THE OTHER NETWORK
MOSTLY ENGLISH BUT WITH SEVERAL PROGRAMS IN MALTESE. OVER
THE LONG-TERM THIS COULD HAVE NEGATIVE IMPLICATIONS FOR
PLACEMENT OF VOA PACKAGE PROGRAMS. RADDAY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRESS COMMENTS, REPORTS
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Disposition Approved on Date:
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Disposition Comment:
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Disposition Event:
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Disposition Remarks:
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770053-0658
Format: TEL
From: VALLETTA
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770238/aaaabhvg.tel
Line Count: 175
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Litigation History:
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
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Review Content Flags:
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3312413
Secure: OPEN
Status: NATIVE
Subject: MONTHLY REPORT: JANUARY 1977 A. INFORMATION: COVERAGE AND PLACEMENT
TAGS: SOPN, PFOR, US, MT
To: USIA
Type: TE
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Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009